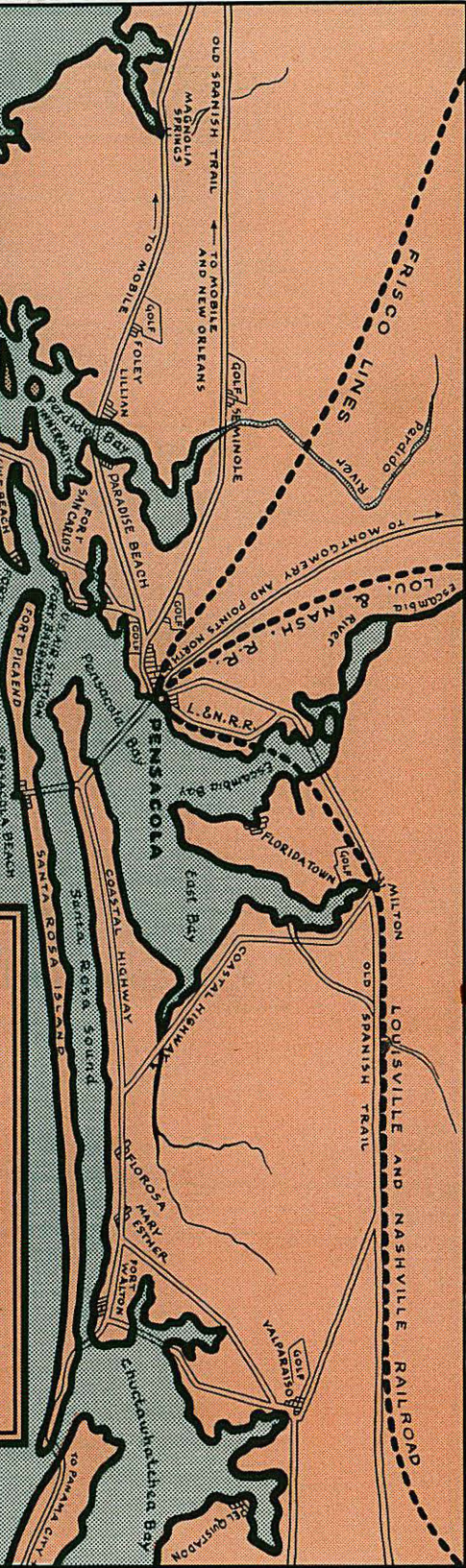


# Gulf of Mexico

Pensacola is located on the Florida Gulf Coast and is reached by the Louisville & Nashville and Frisco Lines, National Air Lines, Eastern Air Lines, Teche Greyhound Lines, Route #90, the Southern Route between the Atlantic and Pacific and numerous scenic highways.



# PENSACOLA FLORIDA

- Come to historic Pensacola where the magic that is Florida beckons for a thrilling vacation.
- Come to the San Carlos where you can enjoy complete relaxation in a setting of luxury mixed with the friendly, care-free atmosphere of home.
- Enjoy the sports of this wonderland of Sunshine - feel the big one that doesn't get away dance at the end of your line, hunt, swim, sail, play golf or tennis as your fancy dictates.
- Send your reservation today for a never-to-be-forgotten vacation in Pensacola.

Rates \$2.50 to \$15.00



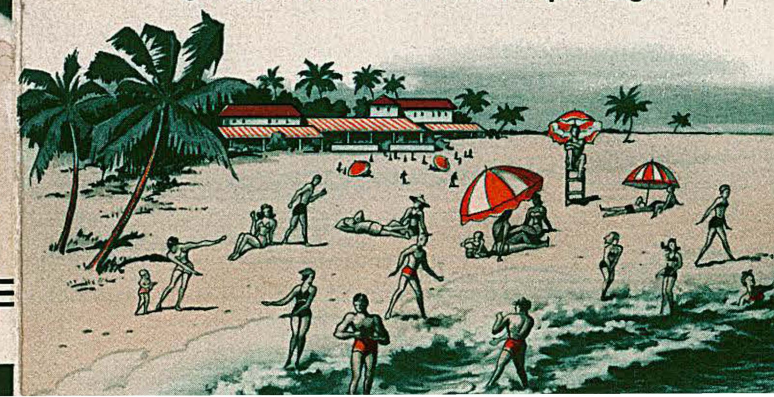
A TOUCH OF LUXURY SET AMIDST THE SUNSHINE  
OF THE FLORIDA GULF COAST

# The LATCHSTRING...

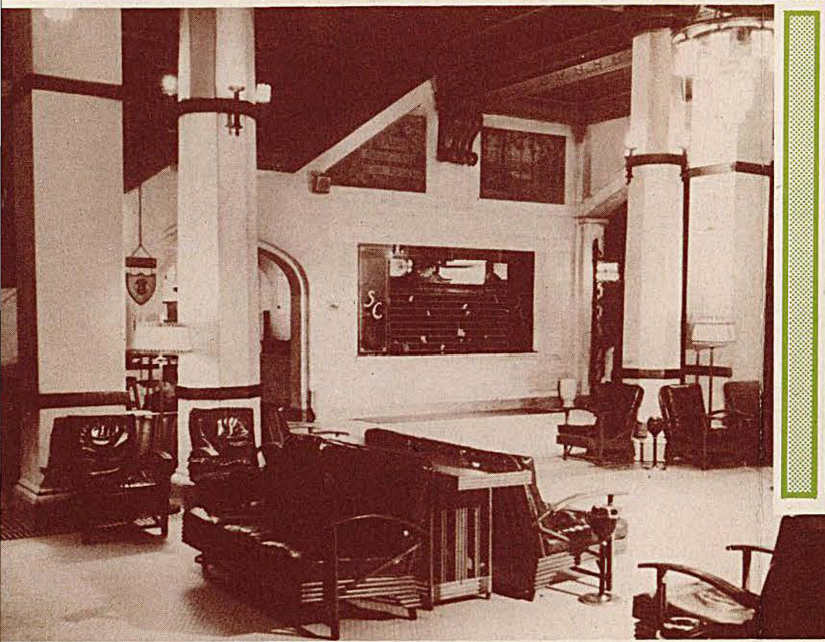


# is always Out San Carlos in

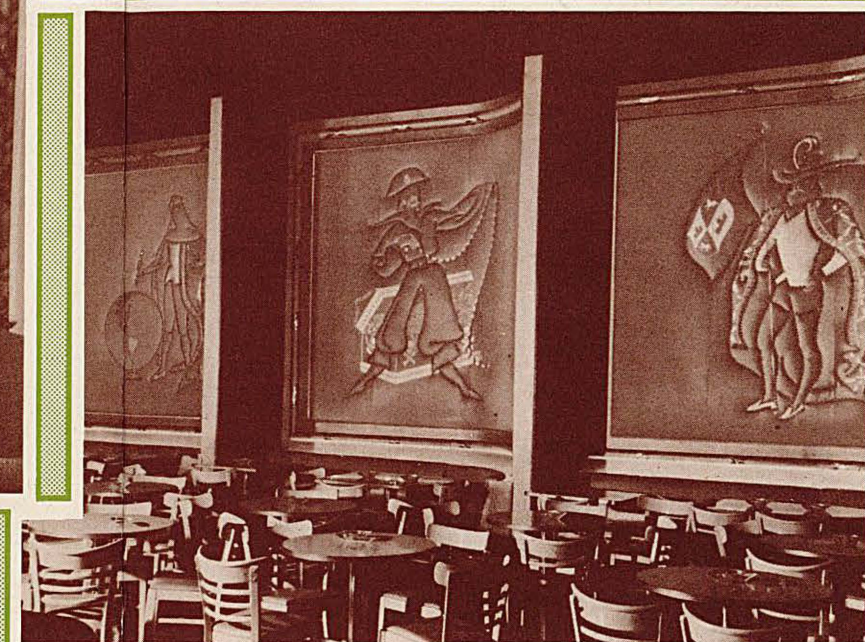
The San Carlos, one of the South's finest hotels, reflects the hospitable spirit of old Spain in an atmosphere of modern comfort. As the grandees of old were always welcome at the hacienda of a friend, so every effort is made to make you, our guest, feel at home. From the quiet digni-



As you enter the San Carlos from Palafox Street, this is the view you get of our spacious lobby and the clerk's desk where courteous attention always greets you.

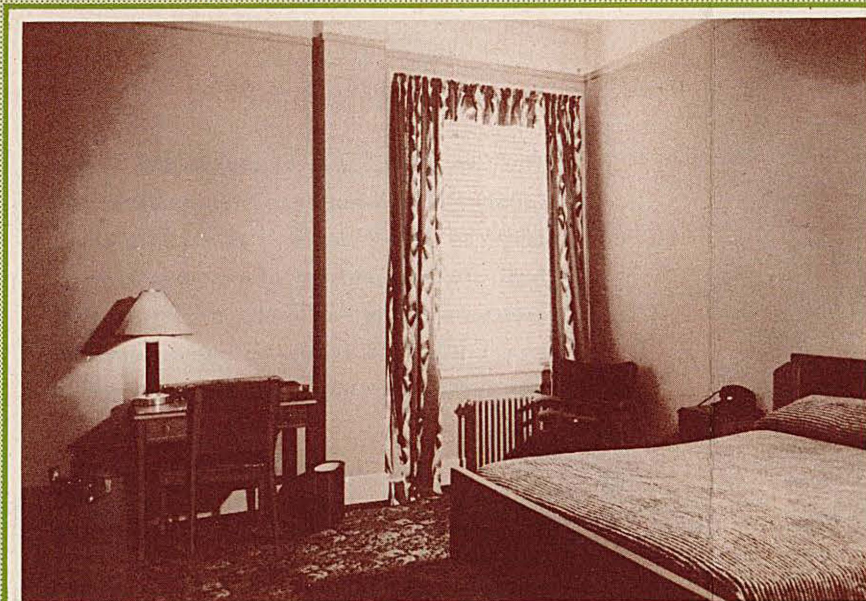


The San Carlos Bar, rendezvous of refreshment and congenial company. It is unique in appointments, complete in its service.

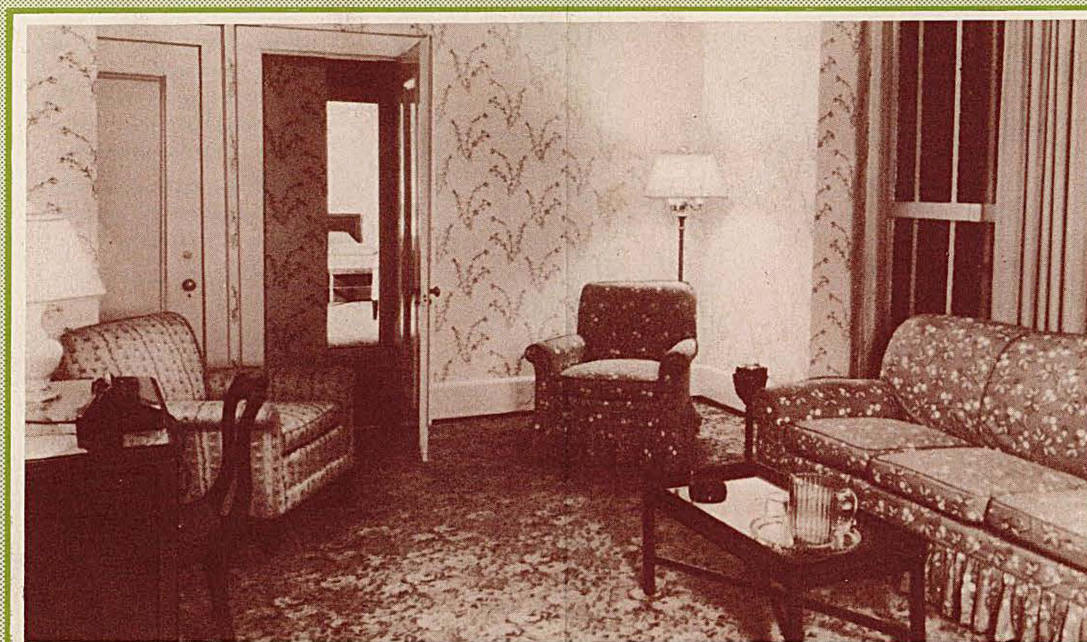


A Bedroom Typical of San Carlos Comfort.

Furnished in the modern mode, with every detail carefully planned to meet your every wish, San Carlos bedrooms are large, airy, cool and delightful. For those who desire more room for entertaining, a San Carlos suite pictured below, gives you the appointments of your living room at home.



One of our single bedrooms. Innerspring mattresses featured with modern furnishings throughout.



Typical twin bedroom. Crisp beds invite restful sleep in cheerful surroundings new modern furnishings.

*The* **SAN CARLOS** *Hotel*